REMARKS

This request for reconsideration is submitted in response to the Office Action of February 14, 2008.

The Office Action rejected Claims 1-27 under 35 U.S.C. §102(b) as being anticipated by the Brown reference (WO 93/04559). Similarly, the Office Action rejected Claims 1-27 under 35 U.S.C. §102(b) as being anticipated by the Gros reference (EP 0 810 780 A1) and rejected Claims 1-26 under 35 U.S.C. §102(b) as being anticipated by the Thomsen reference (WO 98/43231).

Claim 1 of the present application recites a method for generating a print for creating an advertisement (i.e., an advertisement print) by placing the print design within the projected area boundaries by the steps of:

- projecting the predefined surface area to a plane perpendicular to a line of sight of between a predefined viewpoint and the print carrier
- placing the advertisement information inside boundaries of said projected predefined surface area
- generating the advertisement print by transforming the projected predefined surface area together with the advertisement information to an area similar to the predefined surface area of said substantially plane print carrier.

This method makes it simple for a designer to easily generate virtual advertisement information on predefined surface areas (i.e., the print carrier). The input to the method according to the presently claimed invention is the actual area on which the advertisement print is to be placed and the output is an advertisement print to be applied on the actual area (i.e., the

print carrier). The effect of the presently claimed invention is that when the area with the advertisement print is being viewed from a given angle (i.e. a specific viewpoint), the image of the advertisement (i.e., the virtual advertisement) is perceived similar to the design originally created by the designer.

The presently claimed invention is therefore a specific simple way of generating an image of an advertisement (i.e., virtual advertisement) on a predefined surface area.

For the sake of clarity, a figure is attached hereto showing the visual effect of the presently claimed invention, compared to the prior art.

Claims 6, 16 and 25 define the presently claimed invention as follows (emphasis added):

6. An advertisement print (109) comprising advertisement information, where the advertisement print (109) is adapted for being positioned on a substantially plane surface of a print carrier, said surface having a predefined surface area and is parallel to an inclined plane having a first inclination relative to the ground supporting said print carrier of more than 0 degrees, <u>said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane</u>, where said perspective projection is based on a predefined viewpoint.

16. An advertisement board (701) in a sports arena comprising a substantially plane print carrier with advertisement print (109) containing advertisement information, where the advertisement print (109) is adapted for being positioned on a surface of the substantially plane print carrier, where the substantially plane print carrier has a predefined surface area, the surface

area of the print carrier is a plane having a first inclination relative to the surface supporting the advertisement board being different from 0 degrees, said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane, where said perspective projection is based on a predefined viewpoint.

25. A sports arena with a field and lines (703) on the field, a broadcasting camera and an advertisement board (701) comprising a substantially plane print carrier with advertisement print (109) containing advertisement information, where the advertisement print (109) is adapted for being positioned on a substantially plane surface of the print carrier, where the substantially plane print carrier has a predefined surface area, the surface area of the print carrier is a plane having a first inclination relative to the surface supporting the advertisement board being different from 0 degrees, said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane, where said perspective projection is based on a predefined viewpoint defined as the position of said broadcasting camera.

Claims 6, 16, 25 relate to various apparatus including advertisement information printed on an inclined surface on a print carrier, the print comprises a perspective projection of a three-dimensional element, where the perspective projection is based on a predefined viewpoint. This generates a virtual space on the advertisement plane (an image) which first of all gives a more powerful advertisement, but also results in an advertisement print that can be used for a larger variety of advertising purposes taking advantage of the virtual space. Further, the virtual space

allows for more information to be put on the advertisement plane which could be on a traditional advertising billboard, for example.

The problem solved is therefore improving the advertisement effect of advertisements on inclined planes, such as advertising billboards. All claims specify that the advertisement print comprises a first element being a perspective projection of at least a first three-dimensional element.

The improved effect of claims 6, 16 and 25 is that when the predefined surface area of the print carrier carries the advertisement print of the presently claimed invention and the print is being viewed from the predefined viewpoint, a three-dimensional element appears to be standing on a supporting surface different from the surface supporting the print carrier. Thereby a virtual space or image is generated on the print carrier which first of all gives a more powerful advertisement, but also results in an advertisement print that can be used for a larger variety of advertising purposes taking advantage of the virtual space.

In contrast, WO 93/04559 describes an image with special properties for advertising being depicted on a playing field and when the image is imaged by a video camera, the image is transformed. Mathematical theories behind the image are described.

Nothing is disclosed or suggested about how the image can be created and therefore the simple method described in the above claim is not described in WO 93/04559. Actually the method of claim 1 could be used for easily creating images as described in WO 93/04559. Further, nothing is mentioned about three-dimensional advertisements on inclined surfaces such as the surface of an advertisement board and thereby the advantages as identified above.

EP 0810780 describes how advertisements on advertisement panels are visualized from a camera from a considerable distance. This is obtained by optimizing the content on the

advertisement board to be viewed from the optical axis of the camera. It is therefore a method of making the content easier to see/read from angles different from the angle perpendicular to the advertisement surface. This is done by distorting the letters that are printed on the advertisement surface in such a way that they are optimized to the optical axis of the camera not perpendicular to the advertisement surface. In other words, the document describes how two dimensional letters can be plotted in segments on an advertisement panel as a result of a projection of the advertisement panel onto a plane perpendicular to a selected axis, e.g. the optical axis of a camera.

Nothing is mentioned about a method of generating advertisement prints with virtual advertisement to be positioned on predefined surface areas, and therefore the person of ordinary skill in the art faced with the above problem would not look into the cited references; and even if he did, totally different products are described and which do not identify method steps similar to the ones described in claim 1. Moreover, nothing is mentioned about three-dimensional advertisements on inclined surfaces such as the surface of an advertisement board and thereby the advantages as identified above.

A difference between the above and the presently claimed invention is the sequence of actions defined by the following steps also identified in claim 1:

1. Projecting the predefined surface area to a plane perpendicular to a line of sight between a predefined viewpoint and said print carrier

2. Positioning information within boundaries of projected predefined surface area

3. Generating the advertisement print by transforming/stretching the projected predefined surface area together with positioned information until the predefined surface has an

area corresponding to the predefined surface of the print carrier on which the print is to be positioned.

Using this sequence makes it simple for a designer to easily generate virtual advertisement information on predefined surface areas. The input to the method according to the presently claimed invention is the actual area on which the advertisement print is to be placed and the output is an advertisement print to be applied on the actual area. The effect of the presently claimed invention is that when the area with the advertisement print is being viewed from a specific viewpoint, the virtual advertisement is perceived similar to the design created by the designer. The designer can design the advertisement information without thinking about the usage as virtual advertisement; the only limitation is that the design is within the boundaries of the projected surface area mentioned in step 1 above. By simply stretching the projected surface area and the element inserted by the designer, a virtual advertisement print is generated.

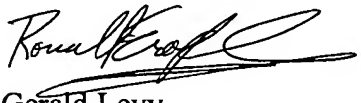
The Thomsen reference (WO 98/43231) is commonly-assigned with the present application. This reference also relates to virtual advertisement prints, but the simple method of generating such a print is not mentioned in this reference. Furthermore, nothing is mentioned about three-dimensional advertisements on inclined surfaces such a the surface of an advertisement board and thereby the advantages as identified above.

While all of the cited references relate to different types of virtual advertisement, none of them provide a method of creating virtual advertisement prints with the above steps and the resulting advantages, where these advantages include less complex steps from advertisement design to when the advertisement print is ready.

For all of the reasons above, it is respectfully submitted that all of the presently pending claims are in immediate condition for allowance. The Examiner is respectfully requested to

withdraw the rejections of the claims, to allow the claims, and to pass this application to early issue.

Respectfully submitted,



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